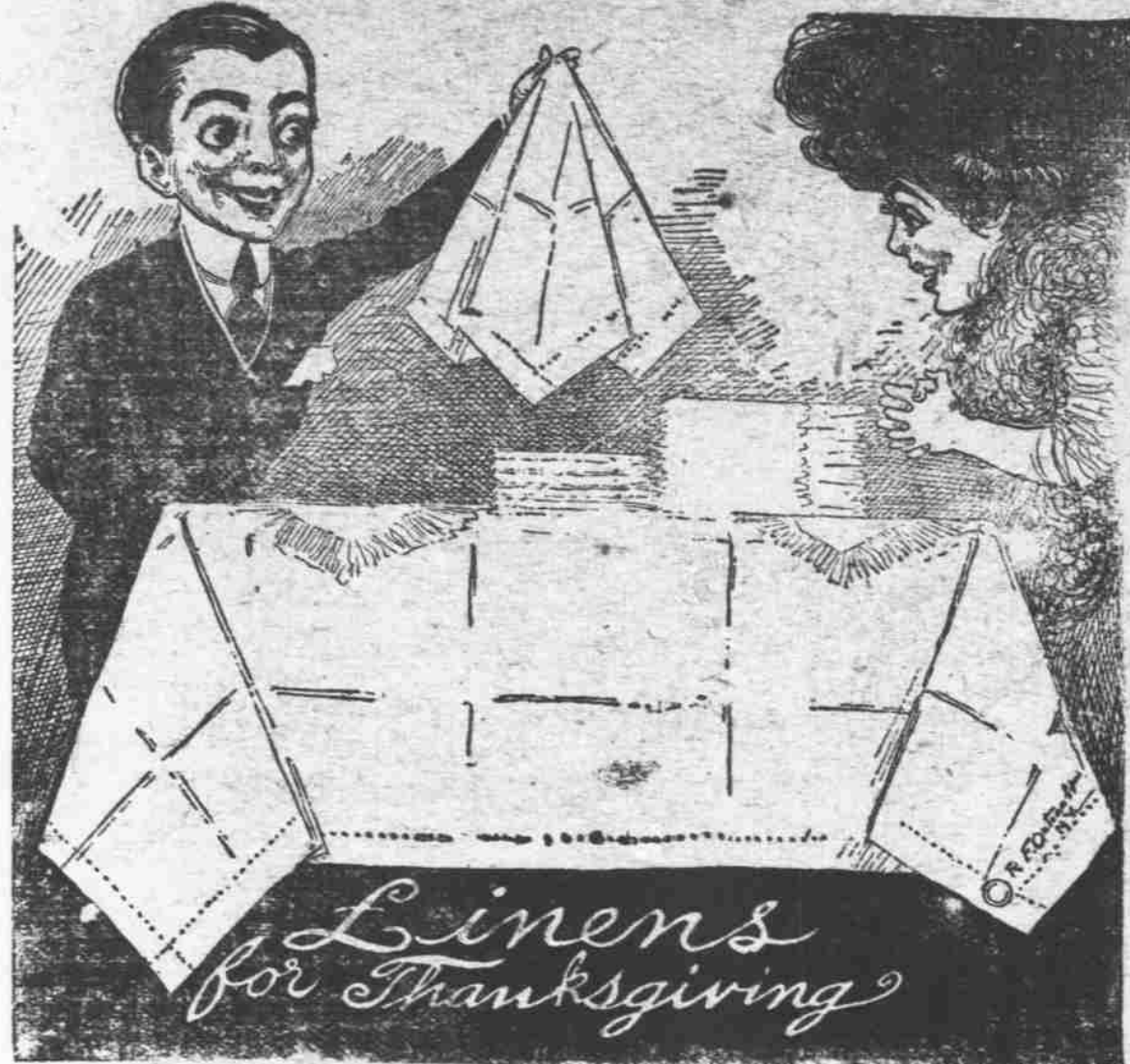


A GREAT THANKSGIVING SALE!

RATHER than carry over any of our COATS and COAT SUITS we have reduced them all to ONE-FIFTH off the original price. This season has been a remarkably successful one in the sale of SUITS at our store. We have received almost daily shipments--You will find many of the very latest designs here. Remember we sell only the highest grade Merchandise



BUY YOUR THANKSGIVING AND CHRISTMAS TABLE CLOTHS AND NAPKINS THIS WEEK. WE ARE NOW MAKING A SPECIAL EFFORT ON THEM. NOTHING WILL AD MORE TO THE JOY OF YOUR THANKSGIVING AND HOLIDAY DINNER PARTIES THAN THE FEELING THAT YOUR TABLE IS LUXURIOUSLY SPREAD. IT ALSO REFINES THE CHILDREN TO HAVE ELEGANT LINENS. YET WE KEEP OUR PRICES DOWN.

Bargains in Dress Goods

- 1 Bolt Brown Danish Cloth, 25c value, only... 15c per yd
- 2 Bolts Orma Cloth, Green and Navy, 25c quality... 19c per yd
- 2 Bolts New Plaids 25c value only... 19c per yd

Specials in Linen

72 inch Imported Table Linen, \$1.75 quality only \$1.50, \$1.50 quality for \$1.35, \$1.25 quality for \$1.00, \$1.00 quality for 80c.
Fine 72 inch Damask, made in U. S. A. 49c

Specials in Napkins

\$6.00 per dozen quality only... \$5.40
\$5.00 per dozen quality, only... \$4.50
\$4.50 per dozen quality, only... \$4.05
\$4.00 per dozen quality, only... \$3.60
\$3.00 per dozen quality, only... \$2.70
\$2.50 per dozen quality, only... \$2.25
\$1.50 per dozen quality, only... \$1.35
\$1.00 per dozen quality, only... 89c

Silk Sweaters

We have had a tremendous sale on these sweaters and only have a very few left. We shall close them out.

\$8.00 Old Rose Silk Sweater... \$4.99
\$8.00 White and Old Rose Sweater... \$4.99
\$6.50 Old Rose Silk Sweater... \$3.95
\$5.00 Canary and White Silk Sweater... \$3.79
\$5.00 Canary Silk Sweater... \$3.79
\$3.50 Green Silk Sweater... \$2.49



"SNAP" STYLE IS WHAT YOU WANT WHEN YOU BUY YOUR READY-TO-WEAR GARMENTS. OUR SUITS AND COATS POSSESS "SNAP." OUR READY-TO-WEAR GARMENTS NOT ONLY "LOOK THE PART" BUT WEAR WELL. WHY? BECAUSE GOOD MATERIALS ARE USED IN MAKING THEM AND THEY ARE MADE RIGHT. WE PRICE THEM RIGHT TOO.

Ladies' Coat Suits

\$25.00 Values only... \$20.00
\$20.00 Values only... \$16.00
\$18.00 Values only... \$14.40
All others reduced in same proportion.

HENDERSONVILLE MERCANTILE COMPANY

GENERAL STATE NEWS

Rev. George Sweatt, a Wesleyan Methodist minister, was shot and killed by an unknown assailant one night last week near Hamlet, N. C.

Asheville has been selected as the next annual meeting place of the National Guard Association of the United States. The information contained in a telegram sent by Adjutant General Lawrence W. Young from the exposition grounds at San Francisco to N. Buckner, secretary of Asheville board of trade.

Waynesville county is following the example of many other North Carolina counties in the organization of moonlight schools. Two schools will be established in Waynesville, one in the depot section and the other at the high school building.

The Waynesville Hotel and Development company, of Waynesville, was chartered last week with \$100,000 capital authorized and \$1,700 subscribed by Jefferson Reeves, C. M. Stricklin and J. H. Smathers. The purpose is the erection and operation of a modern hotel at Waynesville.

Major W. J. Hunt has assumed the duties of inspector-instructor for the infantry of the North Carolina National guard, being assigned to this service by the war department to succeed Captain Langdon.

R. L. Hamilton, a mill operative of Belmont, Gaston county, was accidentally shot and killed his son John last week. The tragedy occurred about two miles north of Belmont in the woods above Belmont Abbey College. Father and son were walking together when a rabbit jumped up near them. Wheeling to take a shot, the son in his haste and over-anxiety pulled the trigger too soon, the whole load piercing his father's side.

Henry Coward of near Kinston, was thrown from his wagon last Thursday by a white man and a black man, and robbed of \$190.

What threatened to be a general epidemic of scarlet fever made it necessary for the closing of the public schools of Marion last week.

J. Elwood Cox, of High Point, N. C., was chosen chairman of the executive committee of the national bank section of the American Bankers association, which met in New York Friday for the purpose of completing organization and mapping out work for its future activity.

Representatives of Spencer and company, of Cape Town, South Africa, purchased from the Lexington Chair company, Friday, \$7,500 worth of chairs as an initial shipment to be made within a few days. This is only the first shipment of a contract made with the factory to furnish big con-

signments of Lexington-made chairs during the year 1918.

Hickory, through the chamber of commerce and the Merchants' association will make an effort to secure the military camp for civilians which Gen. Wood announced at Richmond Thursday night would be established in North Carolina next summer.

The moonlight schools in Wilmington and New Hanover county are making great progress. There are nearly 200 enrolled in the schools in Wilmington and they are taking the deepest interest in their studies.

Wade Holman Gooch, a wealthy capitalist of Clarksville, Va., who married Miss Margaret Radcliffe of Lexington, N. C., less than six weeks ago, shot himself on an observation car of the G. H. & S. A. Railway near Weimar, Texas, Saturday morning. Mr. and Mrs. Gooch were on their bridal tour and were returning to Lexington after a visit to the exposition at San Francisco. No cause for Mr. Gooch's act has been assigned. The dead man is reported to be millionaire.

The Young Men's Christian Association management are endeavoring to raise a voluntary subscription fund to reduce a \$40,000 bonded debt and take care of a considerable floating debt that has accumulated. Up to Friday night \$27,759 had been subscribed.

W. T. Ferguson died at his home near Clyde Friday morning as the result of burns received in fighting fire which burned his barn a week ago. Mr. Ferguson was 63 years old and is survived by a wife, four sons and two daughters.

M. T. Plyler, presiding elder of the Raleigh district, has been waging a go-forward campaign in his district which is proving successful. The purpose of the campaign is to inspire new ideals and methods in Sunday school and church work, especially in the rural churches.

As a memorial to their daughter, who died 14 years ago, Mr. and Mrs. James Sprunt of Wilmington, have decided to erect an annex to the James Walker Memorial Hospital of that city for the treatment of mothers and sick children, the cost to be about \$30,000.

The city council of Gastonia have let contracts for a white way which is expected to be completed by January 1.

The City of Gastonia will advertise for bids on \$100,000 worth of school bonds which the citizens voted on June 22. The bids are to be opened on December 2. They will be issued in denominations of \$500 and \$1,000, bear five per cent interest and run for 30 years. The money derived from the bond issue will be used to finish paying for the handsome new central school building and for the erection of two other buildings one in East Gastonia and one in West Gastonia.

The offices of the North Carolina Granite Corporation, J. D. Sargent,

W. C. Jordan's Flour Mill

Description of the new Flat Rock Flour Mill, the Establishment of Which Should Mean the Growing of 100,000 Bushels of Wheat in Henderson County Each Year and the Saving to this County Thousands of Dollars Annually Sent Away for Flour; the Only Flour Mill in the County; Estimates on Wheat Crop Production.

(By Noah M. Hollowell.)

Henderson county for a number of years has been entertaining trident dreams of a wheat mill.

While the public was dreaming somewhat in a loud way, Hendersonville had a citizen who was able to launch such an enterprise without the help of his neighbors and so he dreamed quietly and effectively and as a result Henderson county has a modern wheat mill. W. C. Jordan is this developer and benefactor.

The Democrat has been agitating the question of industries from time to time and naturally was anxious to gain first-hand knowledge of Mr. Jordan's mill and as a consequence the latter took the writer to the plant last Friday.

The flour mill is situated on the right hand side of the road leading from Flat Rock to East Flat Rock on the site occupied by the old Farmer stop on King's Mill creek.

The mill has been in operation for the last few days and the machinists under the direction of G. I. Sipe of the Anglo-American Mill company of Owensboro, Ky., are adding the finishing touches to the plant, which represents an expenditure of several thousand dollars.

Water Power Employed.

Water by the means of a big overshot wheel is used to propel the machinery. The dam, which is several feet high, of re-inforced concrete, earth and rock, was erected on the site of the log dam of the old Farmer mill shops. There is a big overflow from the pond and the volume will all

Lemmerman & Hoffman and others at Mount Airy were destroyed by fire Friday afternoon. The losses about \$2,000, fully covered by insurance.

The National Electric Thermometer Company for the manufacture of an appliance to be used in hot houses and cold storage plants, so that when the heat reaches a certain point an alarm bell goes off, has been organized in Wilmington with a capital of \$10,000 and will put up a factory.

According to reports which have reached Elizabeth City in regard to the work of the moonlight schools in northeastern North Carolina Currituck County is waging a vigorous campaign against illiteracy and is leading the counties of the section in the fight.

ways be equal to the needs of Mr. Jordan's mill. Were it possible to temporarily cut off the source of water supply the mill would be able to run for two days at full capacity on the water accumulated in the pond covering several acres but since a mountain stream like this never runs dry the mill will not have to confront the problem of inadequate power.

The big overshot wheel, which is six feet wide with a circumference of about 43 feet, is of 25 horse power capacity, which is much in excess of the requirements of the mill.

Re-inforced Concrete Building.

The machinery is housed in a re-inforced concrete structure 24x36 feet in dimensions and four stories high, including basement, first and second floors and attic.

The flour mill, which is a "Midget Marvel" and is known as the "short system," is on the first or main floor of the building, the basement being used for some of the propelling machinery and the accommodation of the elevators which extend to the attic. This mill has a capacity for grinding one barrel of flour per hour. In this connection the mill customers may be interested to know that the "short system" makes it possible for a person to take wheat to the mill and receive the product of his own grain, while this is not true in the case of the "long system" mills where the wheat takes a long and more circuitous route on its way from the hopper to the flour sack. The "short system" is also highly recommended for its capacity for retaining a greater quantity of the gluten, that highly nutritious element of wheat flour. The mill is provided with one separator and a scour through which the wheat passes before it is ground into flour. The equipment also contains three bins for tempering the wheat, a process through which it must pass before being converted into flour. The advantage of three of these bins is apparent when two or three persons take wheat to the mill to be ground into flour. While one man's wheat is being ground that of the others is going through the tempering process. The mill is also equipped with the view to sanitation for in the process of converting wheat into flour the product comes out and is packed into sacks without being touched by hand. Arrangements have been made for cleaning seed wheat for farmers

without any charge for such service.

Operating Corn Mill.

On the same floor with the wheat mill is a corn mill with a capacity for grinding into meal six bushels of corn per hour. A crusher for crushing different kinds of grain, corncocks, etc., is also located on the same floor, and this piece of machinery has a capacity for crushing about ten bushels of grain per hour.

Giant Corn Sheller.

On the floor above a big corn sheller is in operation. From the sheller the corn is mechanically taken to the floor above in the elevator and the extraneous matter is fanned from the grain which in the process of cleaning is dropped to the basement below and finally makes its way back to the second floor before reaching the hopper of the grist mill on the first floor. Mr. Jordan has equipped his plant to take care of the by-products of the corn, therefore the corncocks are converted into stock feed on the floor below the corn sheller.

The words, "Flat Rock Flour Mill," the name under which Mr. Jordan will operate his new enterprise, will be stamped on the sacks used for packing the products of the plant.

To Accommodate Mill Patrons.

Above the mill Mr. Jordan has erected stalls for teams and a house for the accommodation of farmers who may find it convenient to remain at the mill over night in order to get their finished product of corn and wheat before returning home. These stalls and the bunk house will be for the free and exclusive use of mill patrons, some of whom would be greatly inconvenienced in unfavorable weather without lodging quarters.

Only Wheat Mill in County.

The Flat Rock Flour Mill is the only one in Henderson county. This mill at Biltmore has heretofore been the closest one to the farmers of this county, many of whom are said to have failed to grow wheat by reason of the inconvenience occasioned in taking it to Biltmore to be ground into flour. A large portion of the wheat in the county was taken to Biltmore to be manufactured into flour for home consumption.

Estimates on Wheat Growing.

Mr. Jordan has not gone into the mill business blindly. He has made investigations as to the prospects of this industry. In gathering reports from wheat threshers in the county he estimates that about 10,000 bushels of wheat were grown here during the past year. Mr. Jordan also looked into the flour consumption of not only Henderson county but that of contiguous territory that could be conveniently served by his mill. He finds that there is on an average a consumption of 25 barrels of flour daily and that the average daily expense is in the neighborhood of \$150 per day for flour, a very small portion of which is grown in this section. Mr. Jordan figures that wheat is an easy crop to grow and that Henderson county can produce some of the finest to be had at a cost that makes wheat growing a highly profitable especially when it is a commodity that can be consumed by

the grower, thereby saving the cost of milling elsewhere.

For a year or so Mr. Jordan does not expect his flour mill to be a paying investment for the reason that it would take every grain of wheat grown in the county during the past year to keep his mill employed. His hope lies in an increased wheat acreage and until it is materially increased he will depend largely upon the grist mill.

Demonstrator Perkins, who left the county last week to accept work in Burke county, frequently said that he had influenced the farmers during his two years' work in the county, to increase their wheat crops. Mr. Jordan reports that after a close investigation he finds this to be true and he believes that there was an increase of about 500 hundred bushels sown in the county this year. He has addressed a number of letters to the most prominent farmers in the county and surrounding territory, telling them of his mill and urging them to take advantage of the opportunity it offers and grow more wheat and by so doing keep within the county a vast sum of money that is sent away each year for flour that should be grown and made into the finished product at home, with an appreciable saving. Mr. Jordan estimates that while Henderson county grew only 10,000 bushels last year it could conveniently and profitably grow ten times this amount and thereby greatly increase the wealth of Henderson county, both by growing a good money crop and by keeping at home money sent away for flour. Mr. Jordan says he has had many assurances of increased plantings this year.

Several people in this section have seen the need of a wheat mill in Henderson county, believing that by such the farmers would be encouraged to increase their wheat acreage. During the past year when a wheat mill promoter came to Hendersonville and said that this was a good location for a mill, the citizens of this section without hesitation offered by popular subscription about \$500 to aid the enterprise, which failed to materialize. At this time Mr. Jordan was working on his plant, in the financing of which he did not call on the community for assistance. While he does not expect any great returns from his investment for a few years, he believes that it will eventually prove a good paying proposition both to himself and to the whole of Henderson county in the increased wheat crop it will influence the farmers to produce.

ROCK GRANT TO MARSHALL.

(News-Record.)

The Local Camp of the Woodmen of the World will unveil the beautiful monument erected to the memory of the late Sovereign Troy Pegg, on Sunday November 21, at the Rector Chapel Cemetery. Head Adviser of the State, V. E. Grant, of Hendersonville and other good speakers will be present and deliver addresses. The C. F. Rannion singing class and other singing classes have been invited to be there to furnish the music. Everybody is most cordially invited to attend.